

Development of Web-based Commerce Lapaksenggol.com as a Medium of Promotion and Marketing for SMEs in East Jakarta

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ABSTRACT

The situation during Covid-19 requires businesspeople to adapt to existing conditions and survive in an industry. It should be realized that not all SMEs have the same digital literacy, so it needs support from various parties to provide understanding and assistance to improve the skills of SMEs in utilizing digital platforms in business activities. The contribution of Lapaksenggol.com in community service activities to the Jakarta SMEs group (Jakpreneur), which is under the guidance of the East Jakarta Sub-Department of Trade, Industry, Cooperatives and SMEs is in its second year, where through this proposal, the team seeks to improve service quality by developing the service features of the Lapaksenggol.com website. The workshop was carried out for six months, starting from April to September 2022. Considering the Covid-19 pandemic, various activities will be implemented face-to-face (on the network) through Zoom. The results obtained from the socializations are the introduction of the Lapaksenggol.com marketplace and provided understanding to SMEs about the importance of doing social media advertising, managing finances in business activities, and introducing the SIPIK application to support the business activities of SMEs in East Jakarta.

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INTRODUCTION

The Covid-19 pandemic has not felt like it has lasted two years. It has provided quite a storm for business and economic sustainability, not only in Indonesia but for almost all countries worldwide. The threat of recession and even depression has been felt by even strong countries, such as Singapore, South Korea, Japan, the United States, New Zealand, Britain, France, and other countries. In Indonesia, in two consecutive quarters, national economic growth contracted to 5.32 per cent (Junaedi & Salistia, 2020). One of the reasons for the decline in business and financial performance is government policies in several countries to implement regional lockdowns and social restrictions. These barriers to economic and social activity ultimately impact the labour market and cause a decline in workers' income levels in all regions. Throughout 2020, massive layoffs have occurred in the sectors most affected by the pandemic. Several financial support measures were also provided by the government, institutions, and authorities to support the sustainability of the business sector, households, and workers affected by the pandemic through assistance for workers who lost their jobs in starting businesses, providing training for job seekers, as well as providing emergency jobs (Fiscal Policy Agency, 2021).

The COVID-19 pandemic in 2020 has had a massive impact on the Indonesian economy. This pandemic has caused a decrease in demand from other countries, a reduction in production due to social restrictions, a decrease in investment, a decrease in income, and a decrease in the rupiah exchange rate. The decline in demand from other countries is one of the impacts that is most felt by the Indonesian economy. This is because the COVID-19 pandemic has caused a decrease in demand for Indonesian products from other countries. This decrease in order will undoubtedly impact reducing Indonesia's revenue from exports.

In addition, the social restrictions imposed by the government also contributed to the decline in production in Indonesia. Several industries had to be closed temporarily or reduce their output due to insufficient raw materials or difficulties obtaining labour. Of course, this will impact decreasing productivity and company income. The decline in investment is also one of the impacts of the COVID-19 pandemic on the Indonesian economy. This pandemic has caused concern and uncertainty among investors, so many investors are reluctant to invest in Indonesia. This will undoubtedly have an impact on reducing Indonesia's economic growth.

The decline in income is also one of the impacts that the people of Indonesia feel due to the COVID-19 pandemic. Some people have had to experience layoffs or decreased income because of this pandemic. This decrease in income will undoubtedly impact reducing people's purchasing power. The decline in the rupiah exchange rate is also one of the impacts of the COVID-19 pandemic on the Indonesian economy. This pandemic has caused concern and uncertainty among investors, so many investors are

reluctant to invest in Indonesia. This will cause an increase in interest rates and men, causing an outflow of capital from Indonesia, so there will be a decline in the rupiah exchange rate.

To overcome the impact of the COVID-19 pandemic on the Indonesian economy, the government has made various efforts, including providing economic stimulus, easing monetary policy, distributing social assistance, and diversifying exports. The economic stimulus provided by the government is in the form of providing social services to communities affected by the pandemic and providing incentives for companies implementing strict health protocols. This aims to help communities affected by the pandemic and encourage companies to continue operating safely.

Undeniably, the pandemic's situational factors have encouraged the emergence of new businesses on a micro-scale. The impetus for economic needs forced the victims of layoffs to take practical steps to switch to the business and trade sectors, especially online businesses. Online business is seen as one of the possible solution steps for novice business people on a micro-scale. As it is known that starting a business is not as tricky as conventional businesses, it can even be said to be low-cost. One can create an online business with a smartphone, several mobile marketplace applications, and social media. You don't have to be a businessman who builds a business from scratch. An online business also allows someone to become a marketer/agent/distributor (either in reseller or drop shipper format) (Hadi, 2020).

Digitalization in the economic and business sectors is a must. The era of the industrial revolution 4.0, which was accelerated by the Covid-19 pandemic, indirectly conditioned everyone to be involved in various activities that intersect with information technology. Likewise, in the world of Micro, Small, and Medium Enterprises (SMEs), where previously business transaction activities were more dominantly carried out conventionally, almost all have switched to digital business transactions. For SMEs who have establishing contact with digital devices and devices is certainly not a tricky thing. It is different for SMEs with limited digital literacy; digitalization seems to provide new problems for them (Jemadu, 2021).

Rudy Salahuddin, Deputy for Coordination of the Digital Economy, Employment, and Micro, Small and Medium Enterprises at the Coordinating Ministry for the Economy, said that the low digitalization of national SMEs is one factor that also influences the current performance of SMEs. Even with a large population, smartphone ownership rate, and high internet penetration, Indonesia should have a sizeable digital economy potential (Kurniadi, 2021). The results of the Hootsuite Survey 2021 stated that the number of internet users in Indonesia was 202.6 million, of which 78.2 per cent used the Internet to connect to online shopping applications (Haryanto, 2021). In fact, during the Covid-19 pandemic, the Ministry of Cooperatives and SMEs noted that there had been an increase in online shopping by 26 per cent or reaching 3.1 million transactions. This shows that market behaviour has experienced a shift from conventional transaction behaviour to digital transactions. This is the reason for the importance of

digitization in the SME sector (Santia, 2021).

Based on the phenomena described above, it can be said that there is a need for practical assistance for SMEs, especially for business people and marketers who have just started their businesses during the Covid-19 pandemic. For this reason, the community service team at the Faculty of Economics, Universitas Negeri Jakarta, in this second year, has again promoted the Lapaksenggol.com website as a promotional and marketing medium for the East Jakarta SME group (Jakpreneur), which is under the guidance of the Department of Trade, Industry, Cooperatives, and East Jakarta SMEs. Furthermore, we will evaluate the effectiveness of usability, as well as carry out the development of service features to increase user satisfaction with the Lapaksenggol.com website.

The East Jakarta Sub-Department for Trade, Industry, Cooperatives, and SMEs said that during the Covid-19 pandemic, the number of SMEs was increasing. This is suspected to be due to the emergence of new actors because of the layoffs that many companies carried out at the beginning of the pandemic. This means that some new actors tend to be unprepared regarding competence when deciding to become a person in business.

Some of the problems include:

1. SMEs have limited digital literacy in terms of understanding and skills in operating digital platforms.
2. SMEs do not understand the importance of digital marketing strategies to promote and market products/services, so they are less able to attract consumers.
3. SMEs still have low competitiveness with sales results that are still less stable.

LITERATURE REVIEW

Media promotion is a means to introduce products and services to prospective or target consumers. Media promotion plays a role in providing an overview of a business's products and services. It is hoped that consumers can recognize and be interested in buying. Through the right marketing strategy, promotional media will support marketing activities to run more effectively because this media will be the best means of promoting the product launched (Esti, 2023).

The primary purpose of carrying out promotions using the media is to market the products sold to customers. On the other hand, this moment is also helpful for introducing new products and strengthening the brand image of existing products. Another purpose of using promotional media is: 1) to provide information about products or services to the target market; 2) to increase sales and business income; 3) to get new customers and turn them into loyal customers; 4) to improve reputation or good image in the eyes of customers; 5) highlight their products so they can compete with competitors in the market; 6) maintain sales stability.

Generally, a business requires various kinds of promotional media. Because there are many functions of promotional media that business people can obtain. Usually, the procedures or benefits of this promotional media are as follows:

a. Reaching a Wider Target Market

Promotional media will help reach the desired target consumers better. Because this promotional tool usually has specifications for specific markets based on its type. That way, potential customers will more easily recognize a product or service that has just been launched and are interested in getting it.

b. Building Brand Awareness

The following promotional media function is to introduce building brand awareness. Promotional media serves to provide detailed information about products or services in detail. Some consumers who listen are not sure they understand well. However, it is different when you see directly what products and services are offered. Of course, this increases the desire of consumers to obtain these products or services.

c. Bid Media

Promotional media can be a reasonably effective means of offering a product or service to specific consumers. In addition, promotional media is also the most effective and efficient method for providing products directly to a broader target audience. This can help businesses run more smoothly and quickly.

d. Correcting Errors

If an error occurs in products and services, promotional media is the best alternative to help correct these errors. With clear and detailed information on these promotional tools, existing mistakes can be repaired effectively.

Generally, there are two types of promotional media: conventional and online. Conventional (traditional) and online promotional media have differences in how they are used and the types of platforms used. Both types of promotional media have advantages and disadvantages that need to be considered. It is essential to understand your target audience, promotion goals, budget and marketing strategy to choose the promotional media that best suits your business needs. The following are examples of conventional and online promotional media that are widely used (Nugroho, 2021).

- a. Internet media: The latest promotional media that can be used is Internet media. In the digital era like now, promotions can be said to be very effective and efficient. To carry out promotions using this media, you can use social media such as websites, WhatsApp, Facebook and Instagram, which don't need to cost a fortune.
- b. Brochure: Brochures are often used when holding a particular event, including as a promotional medium. When having a specific event, brochures are the most practical promotional press to attract the public. Brochures are printed in large quantities and good quality. In addition, brochures can be issued periodically on certain occasions if needed.
- c. Posters: Posters are one of the most used means of promotion and are often found in strategic public places. Signs have the potential to attract the attention of viewers, so they must be designed to be as attractive as possible. With a relatively large size, posters can potentially attract readers' attention, which leads to brand messages.
- d. Banners: Banners or banners are promotional media to introduce products printed using digital print as a portrait or vertical. Usually, flags are printed in large sizes and placed in places where people can easily see them. Therefore, putting up banners in inaccessible areas and often seen by many people.
- e. Television: Currently, you could say almost every home has a television. Media promotion on this one can accommodate a lot of ads. However, making advertisements on television requires a lot of time and is expensive. In addition, the maximum ad duration is only one minute and must be alternated with other promotions. Some of these things need to be considered if you want to make television a promotional medium.
- f. Merchandise: Besides the promotional media mentioned above, many other media can be used to market products. Creativity and market segment accuracy are critical. Various promotional items are also commonly used as merchandise, such as calendars, mugs, hats, key chains, etc.

Public Relations organizes strategic activities to help an organization or company achieve specific goals. To achieve the objectives in implementing the strategy, tools or tools are needed to facilitate PR work. The tools in question are media that assist PR in promotional activities. These promotional tools aim to introduce products or policies to the public and achieve specific goals. The following are the types of promotional tools that are usually used by public relations (Camelia, 2022), including:

- a. Events: One of the public relations promotion tools to introduce a company's product or program is to organize an event or event. Organized events can be in the form of seminars, exhibitions, contests, and competitions. An organization or company can gain exposure and attract public attention by promoting its newest product or service through events. This strategy can build customer trust and help PR in observing market interest. If we are going to hold a seminar, make sure before carrying the event plan the purpose of the material topic, the presenters who will fill

in at the event and how to disseminate information about the possibility to customers.

- b. **Mass Media:** PR strategy through mass media focuses on how the media portrays the company by sharing messages through media channels. PR builds relationships with various media to deliver company news releases, promote the latest products, and clarify the company's current crisis. Usually, mass media journalists release articles aimed at introducing company products using the soft selling method. This is done to get public attention. The mass media can also be a PR consideration in an evaluation. The reason is the mass media tends to be neutral in reporting something. This certainly facilitates PR in evaluating the success of a program.
- c. **Website:** One of the tasks of public relations is to produce news articles about the company's products, programs and people involved. Rapid technological developments require PR to use online media to build customer interactions, including the website. The website is a forum for all information or the latest company news. Reporting from yourstory.com, a website can be a powerful public relations promotional tool, often creating the public's first impression of a company online. Websites can help PR connect to a broader range of audiences. PR can build websites with attractive designs related to the company and offer content with positive messages about the brand to increase the company's credibility. To make it easier for media journalists to release company news, make sure PR also adds photos and videos to the logo on the website.
- d. **Advertising:** E-mail marketing is the best way to inform the company's latest products and services, promote company products, and build connections with prospects and customers of each company. Research from The Radicati Group states that in 2017-2021 more than 34% of internet users (around 2.5 billion) used electronic mail/e-mail. This proves that e-mail marketing is among the most influential and cost-effective public relations media. Thanks to the presence of e-mail marketing, PR can connect with audiences online and, of course, save costs. They only need to have the e-mail addresses of customers and potential customers and send messages that they want to be informed en masse to the audience.
- e. **Social Media:** Social media is one of the tools that public relations often use to connect and two-way communication between an organization or company and its audience. A company can describe its corporate identity through social media and carry out its branding activities to the public. This aims to increase the company's reputation, brand awareness and credibility. Using social networking sites such as Instagram, Facebook, Twitter, and Tik Tok allows PR to respond to criticism, increase brand exposure and promote new products to the audience. The reason is that the more the audience knows about a company and what it does, the more likely the company's business will succeed and attract loyal customers.

- f. Brochure/Product Catalog: PR often distributes brochures or catalogs to the audience in events held by companies. Brochures are no less effective tools for sharing information quickly with audiences. PR distributed brochures aim to get support, donations, purchases and others. Moreover, this media allows the audience to bring and read the brochure anywhere and anytime. Brochures can contain promotional product offers along with prices and advantages. Tips for PR who want to take advantage of this media, create brochure content with easy-to-understand information delivery and style. In addition, include contact persons and social media in the brochure. This will make it easier for readers or audiences to contact the company's customer service if they are interested in the offers.
- g. Community Relations: In introducing its products, PR not only utilizes digital media but also needs to use offline media, namely, building community relations. Reporting from glints.com, community relations is an activity carried out by public relations to build relationships with the community in the surrounding environment. PR is tasked with finding information related to communities that are suitable both from the similarity of vision and mission and a large number of audiences from these communities. Building community relations can indirectly ease PR tasks, namely increasing the company's image and brand awareness.
- h. Media Monitoring Tools: Not only that, the role of public relations can be assisted by media monitoring tools or media intelligence from Kazeo. These products make it easier for the public relations department to maintain the company and institution's image and find out what promotion the audience wants. Features in media intelligence that can assist the role of public relations or the public relations department are an issue monitoring system, social media listening, and in-depth analytics to find out top figures, influencers, top media and PR values.

Based on the analysis of the situation and the problems of partners, the community service team of the Faculty of Economics, Universitas Jakarta, designed a website called Lapaksenggol.com as a promotional and marketing medium for the Jakarta SME group (Jakpreneur), especially those under the guidance of the Department of Trade, Industry, East Jakarta Cooperatives and SMEs. This community service activity is in its second year; this year, we are trying to evaluate the performance of Lapaksenggol.com's service and develop service features that are expected to increase service user satisfaction.

The community service activities are expected to be able to contribute as follows:

- a. Through the development of the service features of the Lapaksenggol.com website, it is hoped that SMEs can further increase good customer engagement and improve online customer experience, which will ultimately increase customer satisfaction and increase customer loyalty potential.
- b. Through the socialization of the development of the Lapaksenggol.com feature to partners (East Jakarta Sub-dept. of Trade, Industry, Cooperatives, and SMEs), it is hoped that the community service team of FE UNJ can get closer to service users (SME Group / East Jakarta Jakpreneur), so that they know various problems in the field, then able to provide alternative solutions to the target audience.
- c. By preparing e-modules embedded in the website features, it is hoped that partners (East Jakarta Sub-Department of Trade, Industry, Cooperatives, and SMEs) can provide ongoing assistance to new SMEs in East Jakarta to use services optimally.
- d. Through workshops on the use of Lapaksenggol.com and entrepreneurship assistance to the target audience, it is hoped that they will be able to improve the skills of using digital media for SMEs so that they are more competitive.
- e. Through scientific publications in the SINTA Indexed National Journal, it is hoped that the alternative solutions provided can inspire or contribute, both scientifically and practically, to other parties to adopt, improve, or collaborate to maximize the program's success.

MATERIAL AND METHOD

The implementation of this community service activity begins with a discussion with partners (Sub-Department of Trade, Industry, Cooperatives, and SMEs) to identify partner problems which are an evaluation of community service activities in the previous year. This evaluation is a stage that is expected to be able to provide corrections to the services of the Lapaksenggol.com website from service users. The evaluation results will then be used as the basis for developing the service features of the Lapaksenggol.com website for activities in the 2nd year.

The development of service features is expected to increase customer satisfaction and loyalty to continue to use Lapaksenggol.com as an effective promotion and marketing medium for the East Jakarta SME Group. The next activity is the dissemination of service feature development plans to partners, as well as service trials. When the service features are finalized, the next activity is the preparation of the e-module for the use of Lapaksenggol.com, as well as a workshop on developing the service features of Lapaksenggol.com for the target audience. In the final stage, after the activity has been completed, the community service team prepares the final report of the activity. It prepares the publication of messages on social media and in the SINTA-indexed National Scientific Journal.

RESULTS AND DISCUSSIONS

The activities included the socialization of Lapaksenggol.com and training on social media advertising, single entry financial management, and using the SIAPIK application for SMEs in East Jakarta. In this activity, there were three resource persons: Mrs Kartina Eka Darmawanti as Deputy Director of DUPK Bank Indonesia and Mr Naufal Ihsan as CTO of PT. Healthy Happy Rich, and Mrs Ati Sumiati, M.M, as Lecturer of FE UNJ. This socialization and training activity was started with an opening by Mr Rico Eka Putra Rifai, SE, MAP, as Head of Department Cooperative and SME Section, PPKUKM Sub-dept. City Adm. East Jakarta continued with the opening speech by Prof. Dedi Purwana E.S., M.Bus, a Professor and Practitioner in Entrepreneurship. Then continued with the presentation of material on the utilization of the SIAPIK Application from Mrs Kartina Eka Darmawanti as Deputy Director of DUPK Bank Indonesia, followed by a question-and-answer session with SMEs. After the presentation, the training was continued by the second resource person, Mr Naufal Ihsan, as CTO of PT. Healthy Happy Rich regarding Social Media Advertising Training and an introduction to the Lapaksenggol.com marketplace for SMEs were followed by a question-and-answer session. Next was the presentation of the third material on Single Entry Financial Management by Mrs Ati Sumiati, M.M, as a Lecturer of FE UNJ and continued with a question-and-answer session with the speakers. After the presentation of the material was completed, the activity continued with the distribution of door prizes and a group photo with the SMEs.

The results obtained from the socialization activities of Lapaksenggol.com and social media advertising training, single entry financial management, and the use of the SIAPIK application are the introduction of the Lapaksenggol.com marketplace and provide understanding to SMEs about the importance of doing social media advertising, managing finances in business activities, and introducing the SIAPIK application to support the business activities of SMEs in East Jakarta.

The following are the demographics of the participants who attended the workshop.

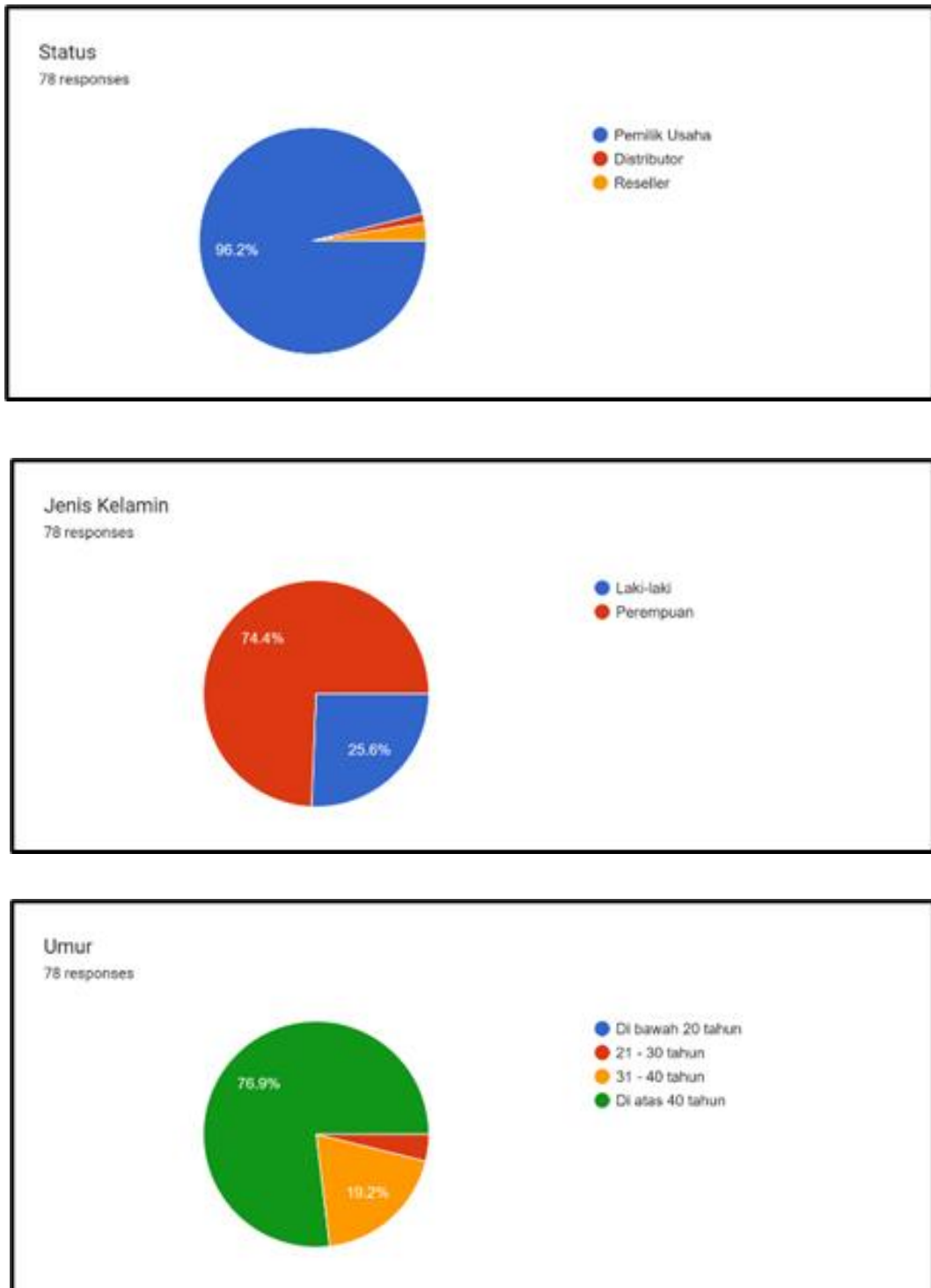


Figure 1.
The Characteristics of Respondents based on Status, Age, and Gender

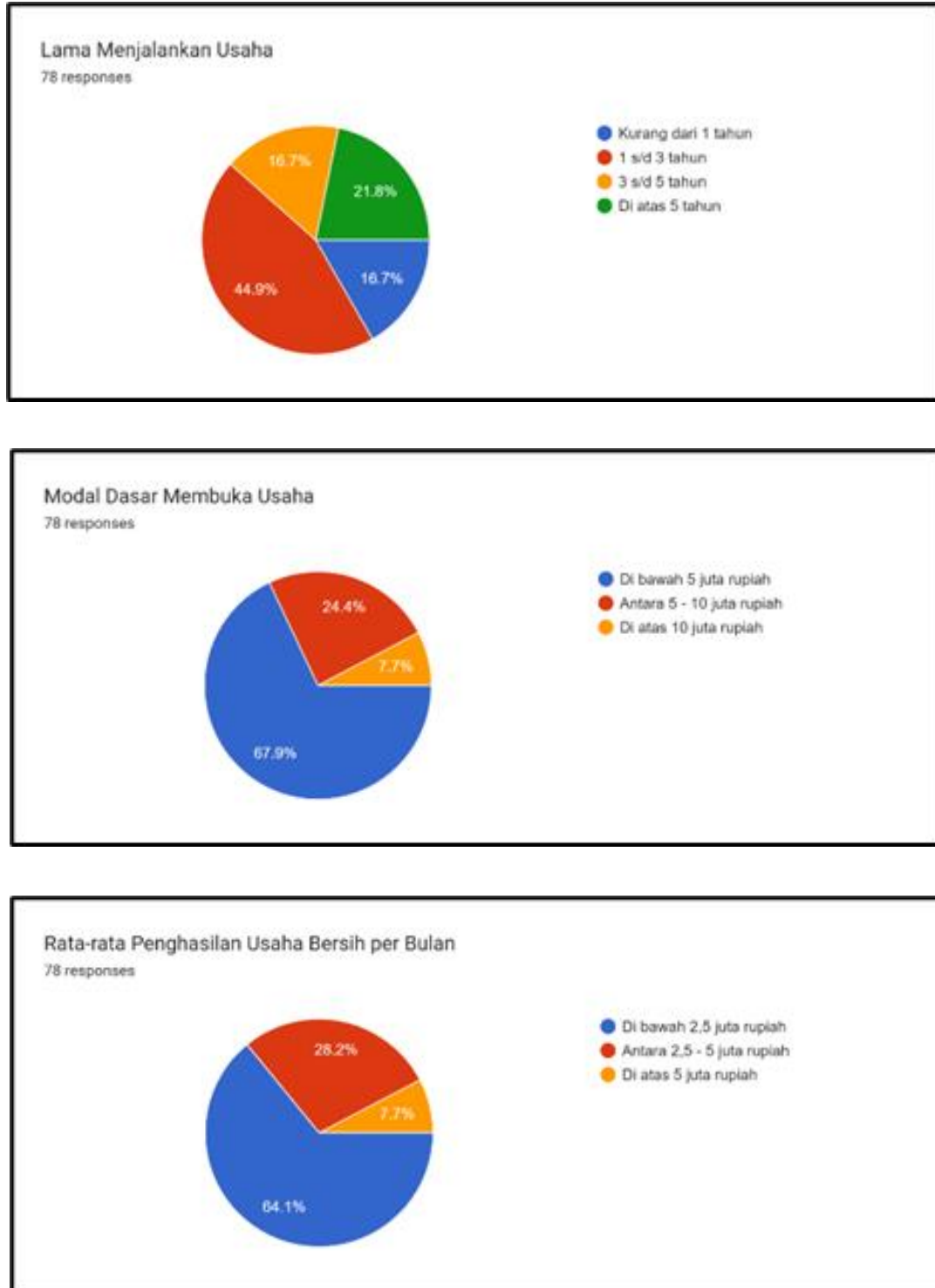


Figure 2.

The Characteristics of Respondents based on Length of Time Running the Business, the Capital to Open a Business, and the Average Net Business Income per Month

From the pictures above, it can be concluded that the majority of participants who attended the workshop were business owners (96.2%); aged over 40 years (76.9%); female (74.4%); running a business in the fast food and beverage sector (65.4%); have been running a business for 1 to 3 years (44.9%); have actively used digital communication media as promotional and marketing media (76.9%); using cellphones as tools in selling online (98.7%); having offline stores/selling conventionally (64.1%); feel they still lack creativity in creating marketing content (48.7%); are the first founders of businesses that are currently being run (96.2%); a more practical way of selling is the main reason for selling online (65.4%); authorized capital issued when opening a business under 5 million rupiah (67.9%); and the average net operating income per month is under 2.5 million rupiah.

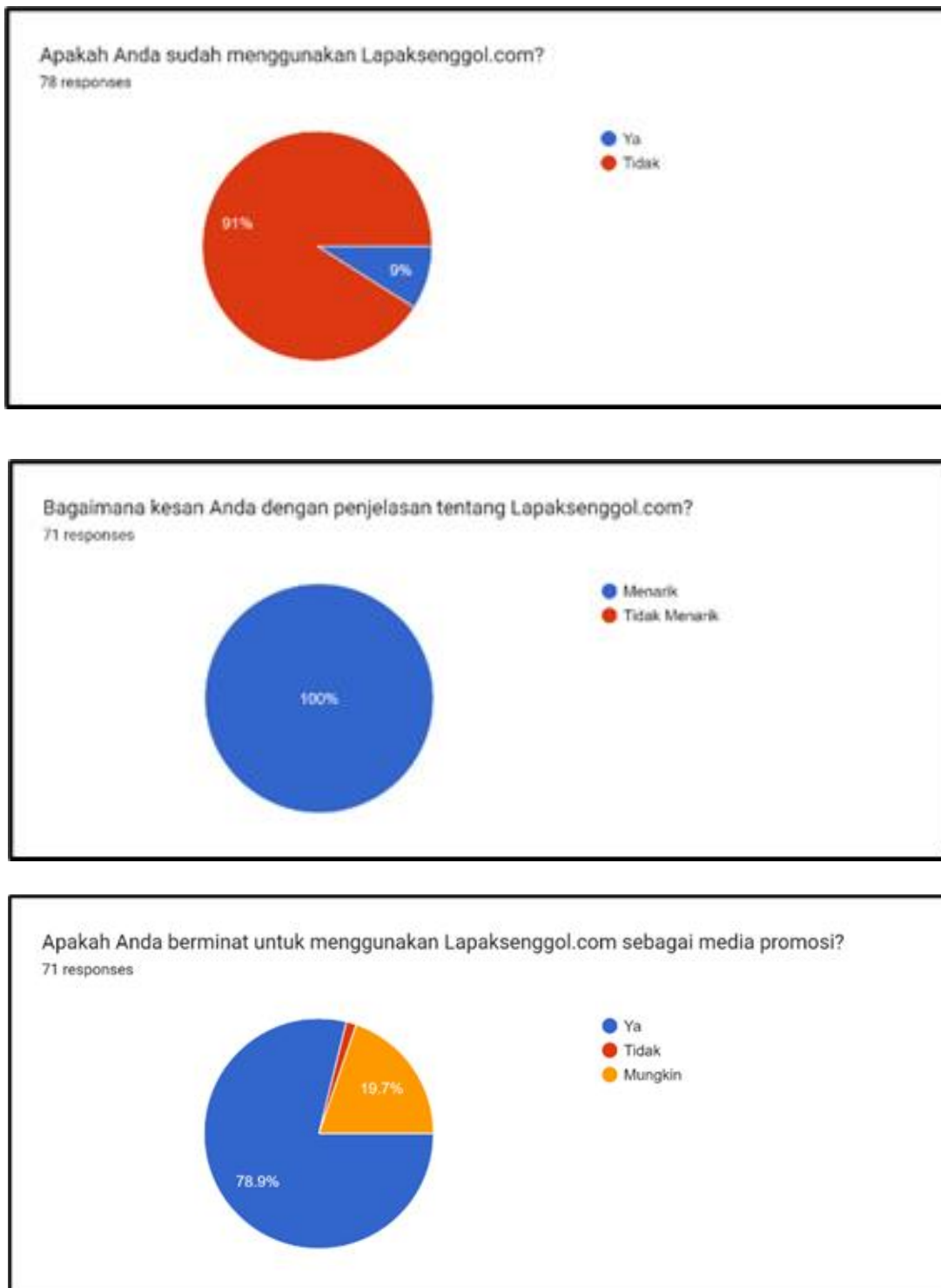


Figure 3.
The Characteristics of Respondents based on Level of Awareness of the Lapaksenggol.com website.

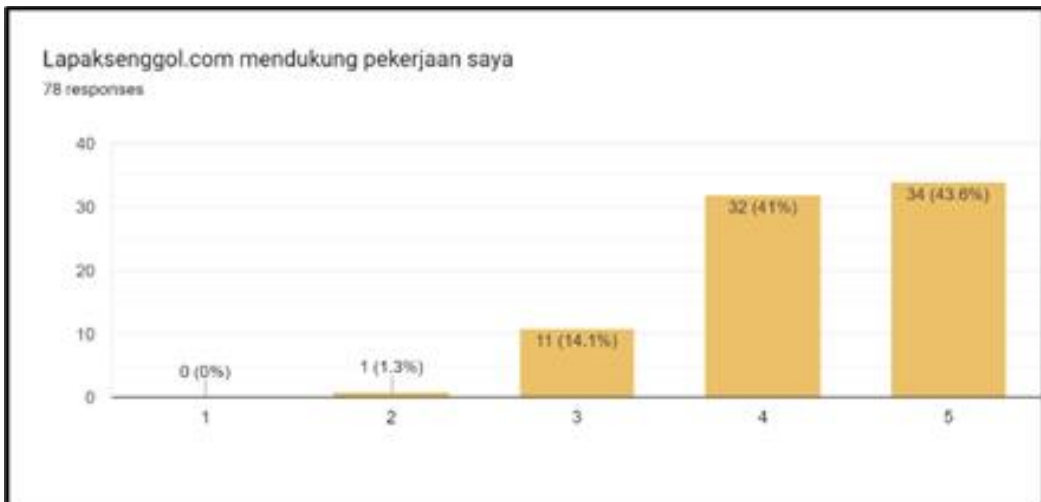
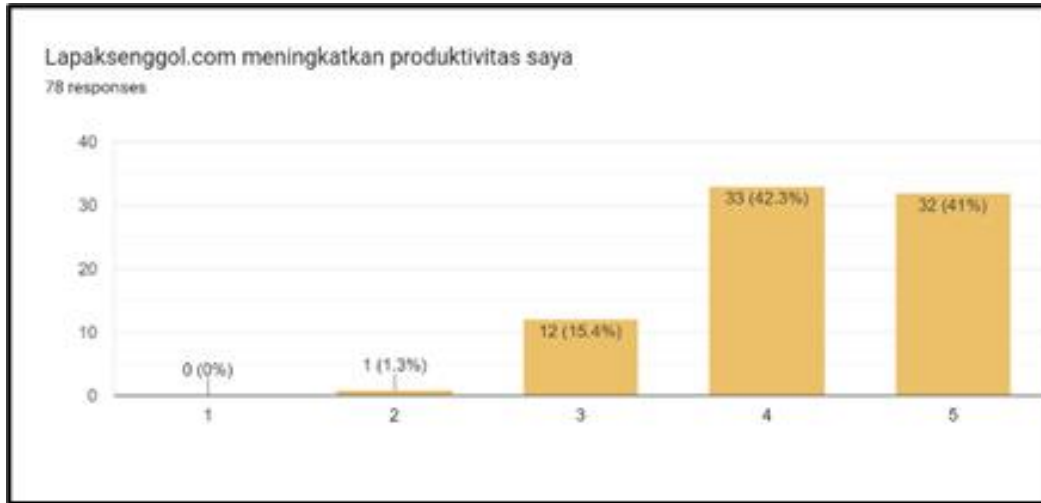


Figure 4.
The Characteristics of Respondents based on Website (Lapaksenggol.com) Utilization Rate

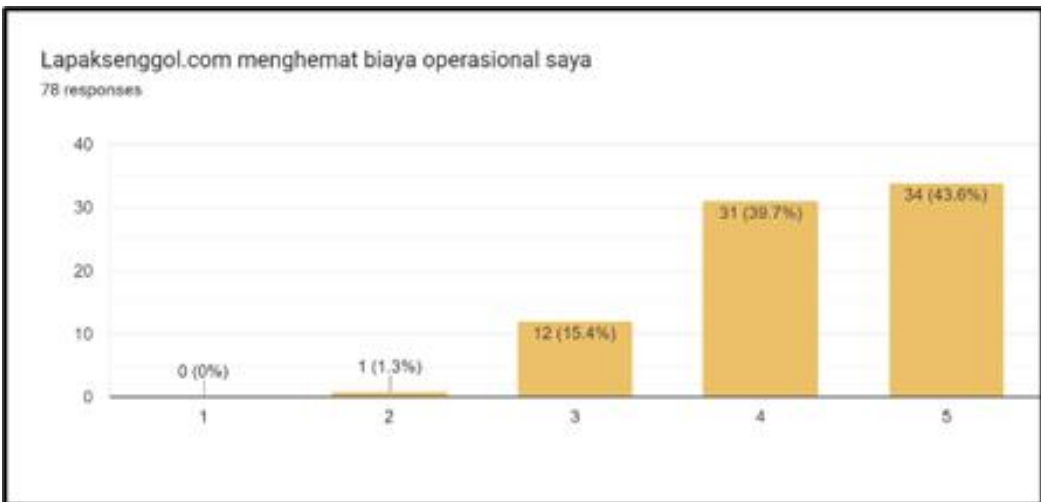


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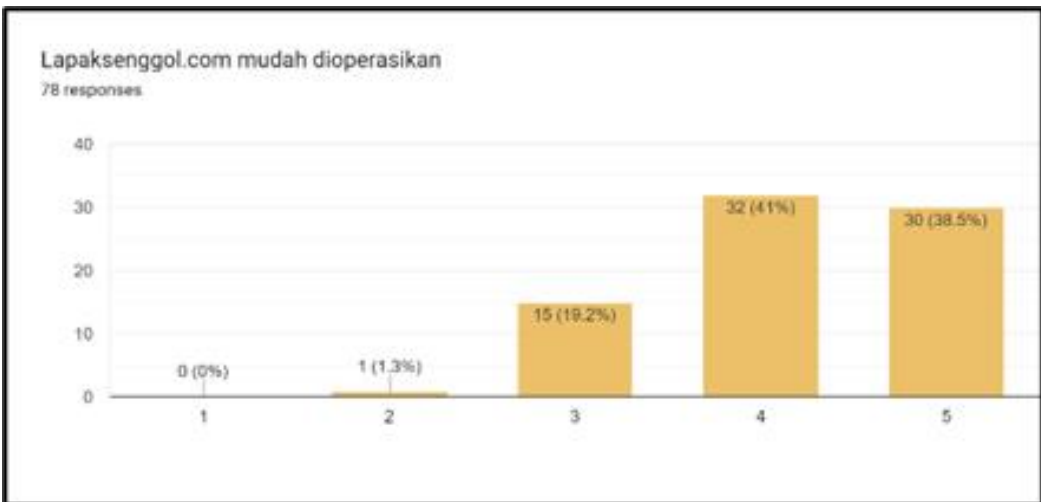
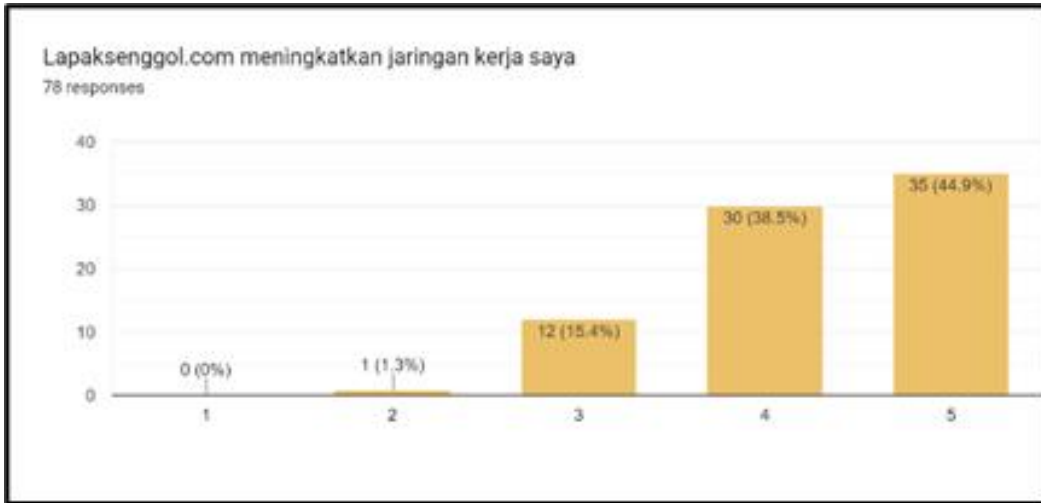


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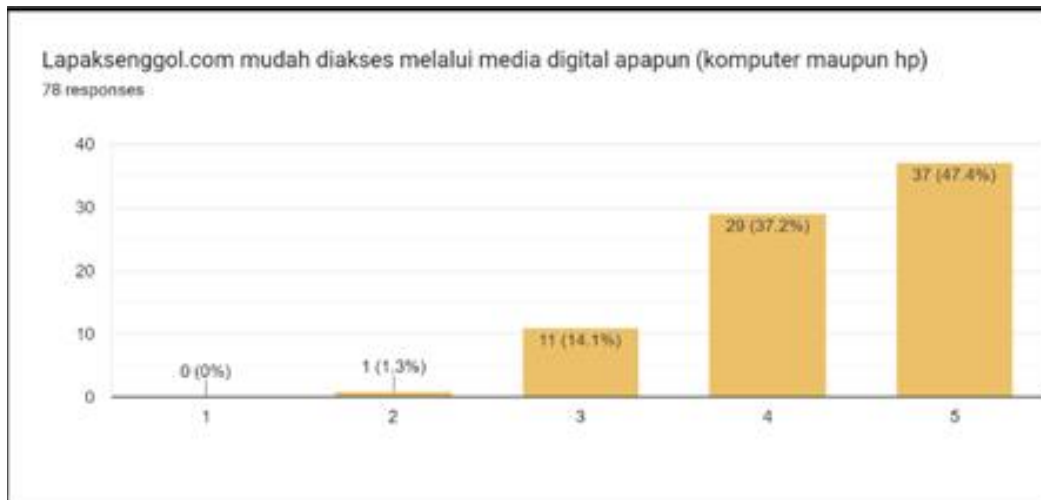
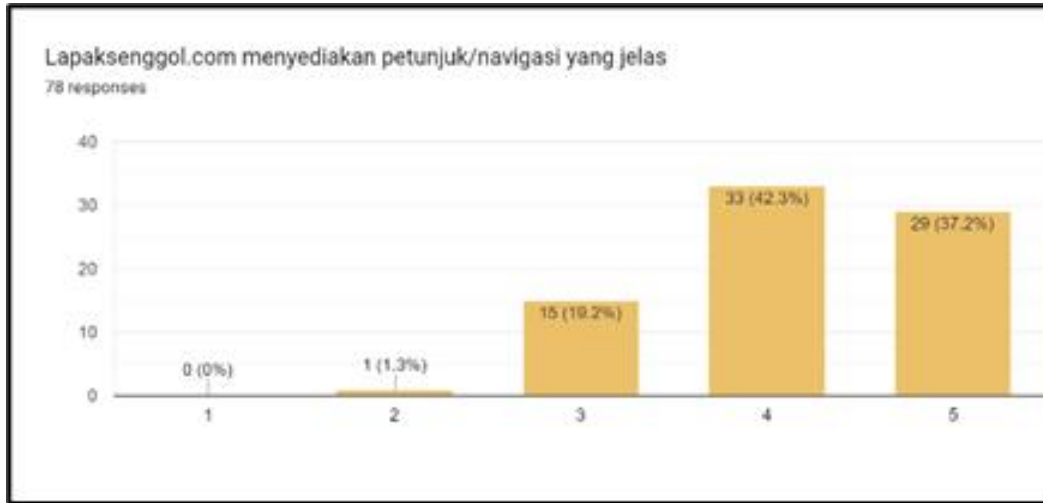


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The Characteristics of Respondents based on Website (Lapaksenggol.com) Utilization Rate

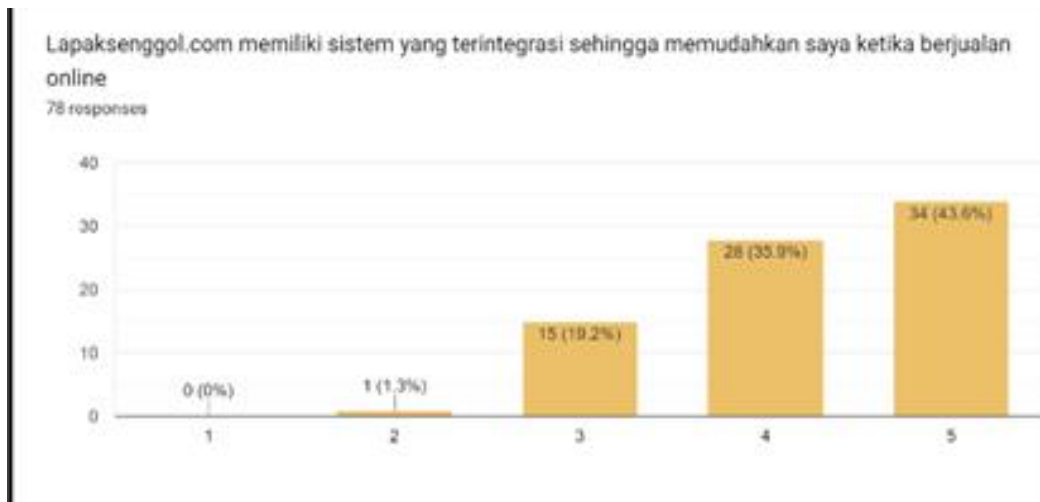


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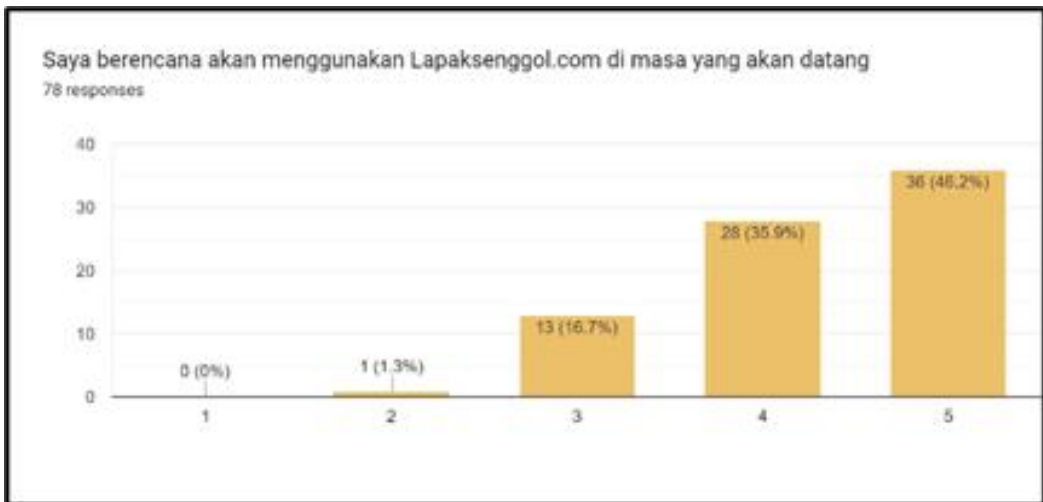
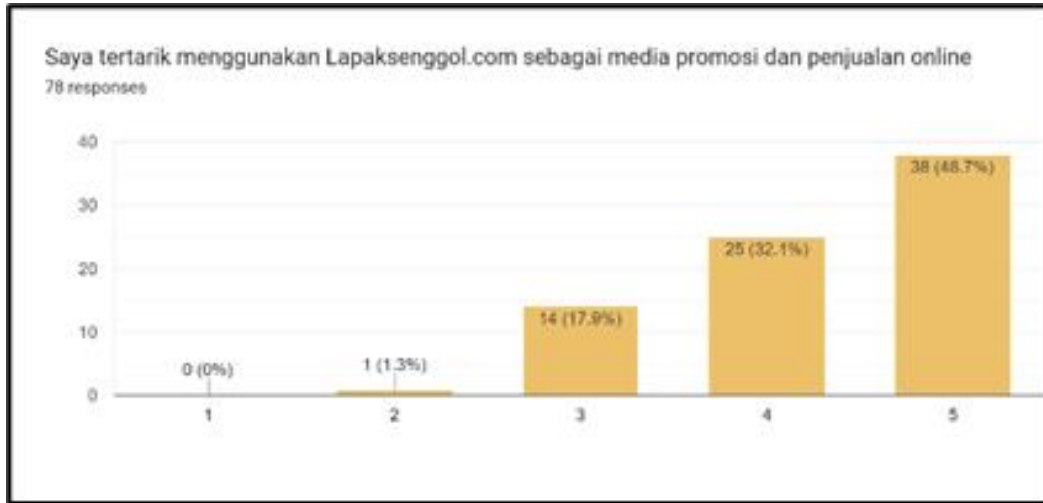


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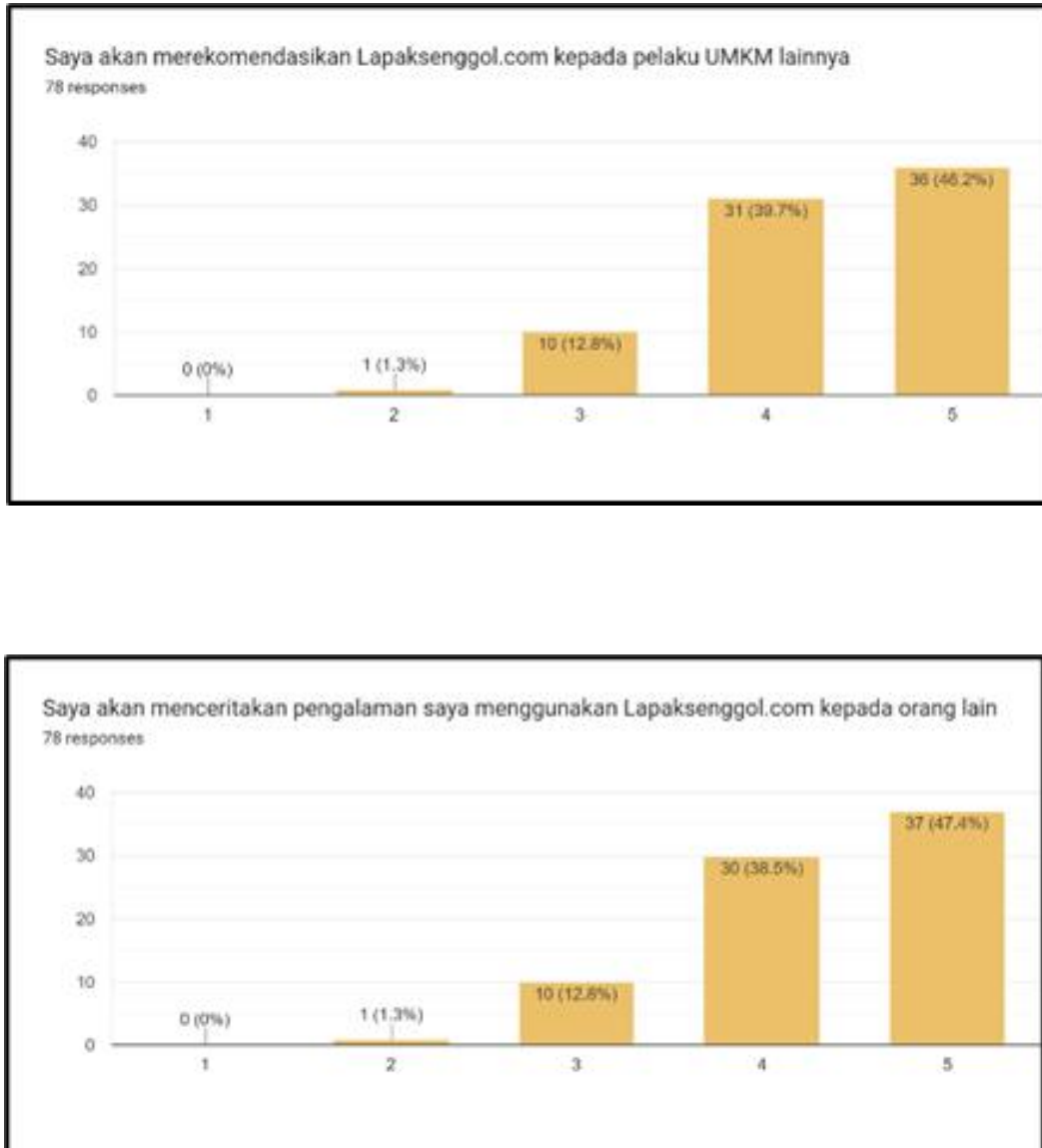


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The Characteristics of Respondents based on Website (Lapaksenggol.com) Utilization Rate

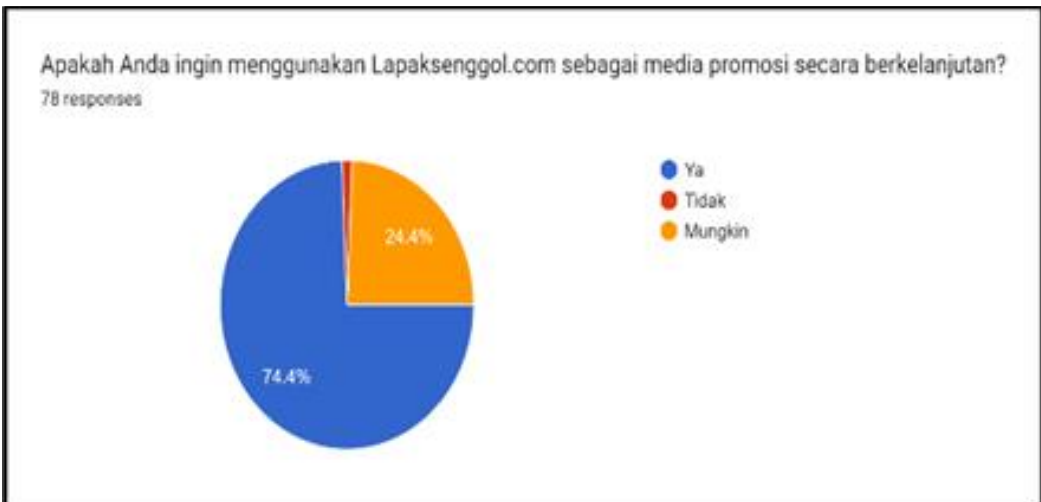


Figure 4.
The Characteristics of Respondents based on Website (Lapaksenggol.com) Utilization Rate

Based on the results of an evaluation of the use of Lapaksenggol.com in the first year, the following results were obtained: the majority of participants had not used the Lapaksenggol.com website (91%); an exciting description of the Lapasenggol.com website (100%); participants interested in using the Lapasenggol.com website as a promotional medium (78.9%); participants considered that the Lapaksenggol.com website increased their productivity (42.3%); the Lapaksenggol.com website supports their work (43.6%); Lapaksenggol.com saves them time at work (42.3%); Lapaksenggol.com saves on their operational costs (43.6%); Lapaksenggol.com increases their network (44.9%); Lapaksenggol.com is easy to operate (41%); Lapaksenggol.com provides straightforward instructions/navigation (42.3%); Lapaksenggol.com is easily accessible through any digital media (computer or cell phone) (47.4%); there are consultation and Question and Answer features on Lapaksenggol.com when they have trouble (39.7%); Lapaksenggol.com has an integrated system that makes it easier for them to sell online (43.6%); they are interested in using lapaksenggol.com as a medium for promotion and online sales (48.7%); they plan to use Lapaksenggol.com in the future (46.2%); they will recommend lapaksenggol.com to other SMEs (46.2%); they will share their experience using Lapasenggol.com with others (47.4%); they will promote Lapaksenggol.com to their customers (44.9%); and will use Lapaksenggol.com as a medium for promotion on an ongoing basis (74.4%).

CONCLUSION AND RECOMMENDATION

Several things were concluded in this activity, including:

- a. SMEs in East Jakarta have limited digital literacy, do not understand the importance of digital marketing strategies, and still have low competitiveness, so sales results are less stable.
- b. The team of lecturers at the Faculty of Economics, Universitas Negeri Jakarta, together with programmers and resource persons from Bank Indonesia, carried out socialization of Lapaksenggol.com and training on social media advertising, single entry financial management, and the use of SIAPIK applications for SMEs in East Jakarta.
- c. The activity was carried out on Saturday, August 13, 2022, through the Zoom Meeting platform. The majority of participants who attended the workshop were business owners (96.2%), aged over 40 years (76.9%); female (74.4%), running a business in the fast food and beverage sector (65.4%); have been running a business for 1 to 3 years (44.9%); have actively used digital communication media as promotional and marketing media (76.9%); using cellphones as tools in selling online (98.7%); having offline stores/selling conventionally (64.1%); feel they still lack creativity in creating marketing content (48.7%); are the first founders of businesses that are currently being run (96.2%); a more practical way of selling is the main reason for selling online (65.4%); authorized capital issued when opening a business under 5 million rupiah (67.9%); and the average net operating income per month is under 2.5 million rupiah.

- d. In principle, the participants who attended the workshop were satisfied with the performance of Lapaksenggol.com, which they use to sell online, and will use the website on an ongoing basis, so feature development in the second year is highly expected.

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